



WHAS
P.O. Box 1100
Louisville, KY 40201

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract #**861974****Schedule Dates**

10/17/12-10/23/12

Advertiser

Senate Majority PAC (38811)

Agency/T-Code

Waterfront Strategies (8116)/154583751

Product

Political - 527 Organization (1214)

Brand

SENATE MAJORITY PAC (171927)

Salesperson

Johannessen, Jordan (2818)

Sales Office

TeleRep - New York

Buyer Name

SPENCER,DANIELLE

Phone/Fax

(202) 550-6060 /

CPE

94/100/2079

Account Types

National/Political Issue - Agency

Billing Type

Weekly/Irregular

CommentsSENATE MAJORITY PAC
***** THIS IS A CASH IN ADVANCE SCHEDULE *******Date Entered**

10/16/12

Last Modified

10/16/12

Entered By

Lisa Nelson

CO-OP

No

Headline #

06377042

Demo

A3564

Order Type

Normal

Package Deal**Commission %**

15.00

Commission

\$1,471.50

Net Total

\$8,338.50

Sales Tax**Louisville (WHAS) (WHAS)****By Broadcast Month****Spots****Rate**

Oct. 2012	34	\$9,810.00
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Grand Total:	34	\$9,810.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	10A- Doctors	1			X	X	X			1	\$100.00	\$100.00	Louisville (WHAS) (WHAS)	1)THE DOCTORS	10/16/12
2.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	11:35P- 12:02A (ET)	1	X	X						1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	2)ABC NEWS NIGHTLINE W/O 5/21	10/16/12
3.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	12:02A- 1:06A (ET)	1	X	X						1	\$80.00	\$80.00	Louisville (WHAS) (WHAS)	3)JIMMY KIMMEL LIVE! W/O 5/21	10/16/12
4.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	11:58A- News @ 12pm	1			X	X	X			1	\$200.00	\$200.00	Louisville (WHAS) (WHAS)	4)WHAS11 NEWS AT NOON	10/16/12
5.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	3P- Katie	1	X	X						1	\$125.00	\$125.00	Louisville (WHAS) (WHAS)	5)KATIE	10/16/12
6.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	3:58P- 4:58P (ET)	1			X	X	X			1	\$225.00	\$225.00	Louisville (WHAS) (WHAS)	6)WHAS11 NEWS AT 4P W/O 5/21	10/16/12
7.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	5P- 5:29P (ET)	1	X	X						1	\$450.00	\$450.00	Louisville (WHAS) (WHAS)	7)WHAS11 NEWS AT 5 W/O 5/21	10/16/12
8.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	5A- News @ 5am	1	X	X						1	\$125.00	\$125.00	Louisville (WHAS) (WHAS)	8)GOOD MORNING KYANA 5A	10/16/12
9.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	5:29P- News @ 530pm	1	X	X						1	\$450.00	\$450.00	Louisville (WHAS) (WHAS)	9)WHAS11 NEWS AT 530P W/O 5/21	10/16/12
10.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	5:58P- News @ 6pm	1	X	X						1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)	10)WHAS11 NEWS AT 6 W/O 5/21	10/16/12

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By Broadcast Month

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Rate

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11.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	5:58A- News @ 6am	1	X	X						1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	11)GOOD MORNING KYNA 6A	10/16/12
12.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	6:58P- Entertainment Tonight	1	X	X						1	\$300.00	\$300.00	Louisville (WHAS) (WHAS)	12)ENTERTAINMENT TONIGHTW/O 5/21	10/16/12
13.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	7A- Good Morning America	1	X	X						1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	13)GOOD MORNING AMERICA	10/16/12
14.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	7:28P- Inside Edition	1	X	X						1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	14)INSIDE EDITION 5/21	10/16/12
15.0	Normal Line / SPOT	10/22/12-10/23/12	5	:30	9A- Great Day Live	1	X	X						1	\$125.00	\$125.00	Louisville (WHAS) (WHAS)	15)GREAT DAY LIVE	10/16/12
16.0	Normal Line / SPOT	10/19/12-10/19/12	5	:30	7:58P- 9P (ET)						1			1	\$450.00	\$450.00	Louisville (WHAS) (WHAS)	16)SHARK TANK	10/16/12
17.0	Normal Line / SPOT	10/20/12-10/20/12	5	:30	6A- 10A (ET)							1		1	\$100.00	\$100.00	Louisville (WHAS) (WHAS)	17)GOOD MORNING SATURDAY	10/16/12
18.0	Normal Line / SPOT	10/20/12-10/20/12	5	:30	7P- News @ 630p Sat							1		1	\$100.00	\$100.00	Louisville (WHAS) (WHAS)	18)WHAS11 NEWS AT 7P	10/16/12
19.0	Normal Line / SPOT	10/20/12-10/20/12	5	:30	7:30P- Inside Edition Weekend 2							1		1	\$150.00	\$150.00	Louisville (WHAS) (WHAS)	19)INSIDE EDITION	10/16/12
20.0	Normal Line / SPOT	10/21/12-10/21/12	5	:30	6A- 8:57A (ET)								1	1	\$85.00	\$85.00	Louisville (WHAS) (WHAS)	20)GOOD MORNING SUN	10/16/12
21.0	Normal Line / SPOT	10/21/12-10/21/12	5	:30	6:29P- News @ 630pm Weekend								1	1	\$390.00	\$390.00	Louisville (WHAS) (WHAS)	21)WHAS11 NEWS AT 630P W/O 5/21	10/16/12

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22.0	Normal Line / SPOT	10/23/12-10/23/12	5	:30	10P- Private Practice			1						1	\$200.00	\$200.00	Louisville (WHAS) (WHAS)	22)PRIVATE PRACTICE	10/16/12
23.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11	1			X	X	X			1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	23)WHAS11 NEWS AT 11 M-SU W/O 5/21	10/16/12
24.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	5P- 5:29P (ET)	1			X	X	X			1	\$450.00	\$450.00	Louisville (WHAS) (WHAS)	24)WHAS11 NEWS AT 5 W/O 5/21	10/16/12
25.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	5A- News @ 5am	1			X	X	X			1	\$125.00	\$125.00	Louisville (WHAS) (WHAS)	25)GOOD MORNING KYANA 5A	10/16/12
26.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	5:29P- News @ 530pm	1			X	X	X			1	\$450.00	\$450.00	Louisville (WHAS) (WHAS)	26)WHAS11 NEWS AT 530P W/O 5/21	10/16/12
27.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	5:58P- News @ 6pm	1			X	X	X			1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)	27)WHAS11 NEWS AT 6 W/O 5/21	10/16/12
28.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	5:58A- News @ 6am	1			X	X	X			1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	28)GOOD MORNING KYNA 6A	10/16/12
29.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	6:58P- 7:28P (ET)	1			X	X	X			1	\$300.00	\$300.00	Louisville (WHAS) (WHAS)	29)ENTERTAINMENT TONIGHTW/O 5/21	10/16/12
30.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	7A- Good Morning America	1			X	X	X			1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	30)GOOD MORNING AMERICA	10/16/12
31.0	Normal Line / SPOT	10/17/12-10/19/12	5	:30	7:28P- Inside Edition	1			X	X	X			1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	31)INSIDE EDITION 5/21	10/16/12

CONFIRMATION CONTRACT

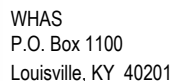
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